

Prices Same in Period Change

Moving of Basic Period Affects Distribution Only

"The use of 1942-43 contracts as the basis for the future does not affect price but distribution," stated R. C. McMullen, Director of the Theatre and Film Section of the Wartime Prices and Trade Board to an enquiry from the Canadian Film Weekly. "The price of pictures remains what it was during the standard basic period. Any exhibitor who feels that he has been charged in excess of the prices during the basic period has a right to file a complaint with this office."

For King And Country

Bob Cauley, son of Art Cauley, manager of the Capitol, Peterboro, into the RCAF.

Wallace Park and William Parker, operators at the Park, Windsor, have joined the Canadian Navy as electrical artificers.

Martin White, formerly manager of the Community, Welland, is in the army, not the RCAF, as previously reported.

Mervin Goldstone, head booker of Esquire, who was married recently, has joined the RCAF.

Jack Midwinter, manager of the Capitol, Brampton, is in khaki.

Nathanson Welcomes Mutual to Toronto

N. L. Nathanson, film figure and a CBC governor, was one of the speakers at the banquet, held at the Royal York Hotel, Toronto, to celebrate CKCL's joining the Mutual network. Nathanson, who was introduced by Joseph Sedgewick, welcomed Mutual to the Canadian scene and congratulated CKCL. Fred Weber, president of Mutual, was present, as were leading figures of the entertainment and business world.

Lorie Scores

Pilot Officer Joe Lorie, formerly of the staff of the Capitol Theatre, Guelph, now in the Middle East, brought down his first Nazi plane the other day. And won a bet from two Australian and two Canadian pilots.

Ceramics Ban Means Little

The ban of the Wartime Prices and Trade Board on ceramic and clay giveaways after September 30th affects the theatres very little, in spite of the impression given by the reports of the daily papers. Canadian potteries have been working almost 100 per cent

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Film Men Help Soldier Shows

Sharing the problem of soldier entertainment with the Navy, Army, Air Force Films Committee is the entertainment sub-committee of the Citizens' Committee for Troops in Training, which is responsible for the live shows offered. There are two film

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Eugene Lefebvre, Montreal, Is Dead

Eugene Lefebvre, 62, manager of the Theatre Francais in Montreal, died of a heart attack last week. Twenty of his 30 years in the business were spent with the United Amusements Corporation. The veteran film man was highly regarded in the industry. He managed a number of Quebec theatres during his career.

Congratulations

To Mr. and Mrs. Harold King—a baby daughter named Honey Lee. Harold is the manager of the Cinema, Toronto.

Another Pappy

Al Sedgewick, manager of the Belsize, Toronto, is handing out the nicotine smudges. Mrs. Sedgewick just presented him with a son, who was named John William. Congrats to both.

UA to Handle Para Features

United Artists and Paramount are about to close a deal in which the former will distribute from 10 to 12 of the latter's unreleased productions—which proves there's something new under the Hollywood sun.

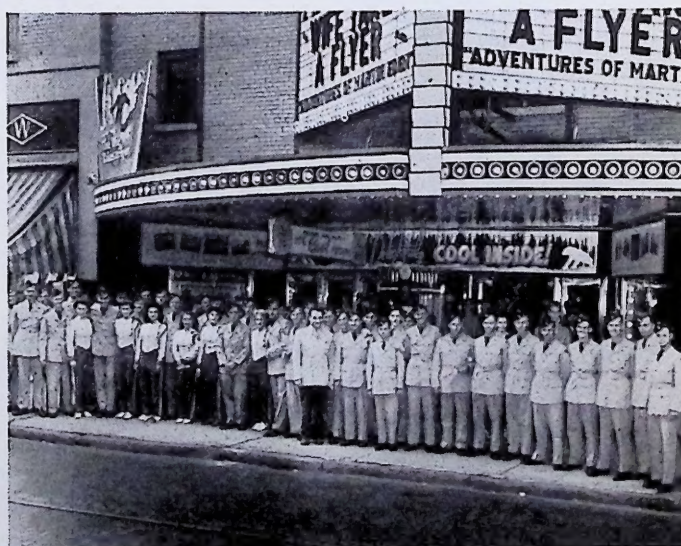
The Paramount feast will help United Artists get over its product

(Continued on Page 3)

Col. Cooper Back

Col. John A. Cooper of the Motion Picture Distributors' Association is back at his desk after a month's holiday.

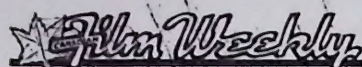
Uniforms Everywhere



The boys and girls of the Midtown Theatre staff, Toronto, welcome the lads of No. 2 Division, Manning Pool, RCAF. The white-jacketed gent in the middle of the first row is Manager Al Perly. Lloyd Smith, assistant manager, is in the right background. The usherettes are, from left to right, Misses Slavin, McLean, Santoro, Jones, Goldhar and Peters. Doorman Bob Kilner seems to have gotten lost in the shuffle.

ISCOVE AND REID IN UNITED ARTISTS' MOVE

Al Iscove, for the past three years branch manager for United Artists in Calgary, has been transferred to Toronto. J. H. Reid of the Winnipeg branch takes over the Calgary post.



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A Nay Vote

Every time we get excited about what the motion picture industry is doing for the war effort we run across something, the substance of which is "Not Enough." We think Hollywood is doing a wonderful job and so do any number of leaders. But not everyone thinks so.

Some of the negative votes remind us of the Eddie Cantor story about the man who kept ordering sandwiches and complaining, "Not enough bread." Until he was given a loaf of bread cut in half the long way as the ceiling and cellar of his snack. After which he chirped up, "What's the idea of still giving me two slices?"

But maybe the complainants aren't so far wrong at that.

In PM, the New York newspaper, Louis Levitas praises Frank Capra's army films but introduces his article with this:

"Compared with the ardently all-out film industries of Britain and Russia (or Germany, for that matter), Hollywood has gold-bricked shamelessly in our war effort. As a sort of nuisance tax for the privilege of remaining on its glamor-as-usual basis, the industry has been performing a bare minimum of wartime duties. These, however, are only part-time gestures. Hollywood's guiding business policy on the whole still is to capitalize on the war as a topical, flag-draped frame for the same old irresponsible trivialities. The few lucky strikes like "Mrs. Miniver" and "Wake Island" do not alter the fact. But if the movie companies themselves have been slow to perceive their full-time duty as trustees of our most influential medium of information, the individual artists and technicians have been unstinting in their contribution."

What About the Public?

Would the public be satisfied if Hollywood met Mr. Levitas' ideas of what should constitute its output? The public has made plain its preference for war matter in newsreels and a good part of it demands war features. But most of all it wants entertainment and recreation. Many people want escape through films that are completely unrelated to the war effort. The relaxation thus obtained keeps them mentally fresh for their tasks.

Music, it has recently been discovered, can boost production if played during working hours. But what kind of music? Martial music is inspiring but not relaxing. Most of the music played in war plants is popular stuff about love. It's evidence of the public taste.

How can the people be kept coming to the theatres if the screen material contains more war matter than the folks have an appetite for? As war consciousness grows, so will war themes be increased. Skating ahead of the puck won't help win the game.

These things don't concern the critics. How it's possible to make hundreds of films with the same theme and keep them of interest to the public is something beyond the creative talents of film makers. The same applies to plays, radio dramas and so on. It has never been done and is perhaps an impossibility.

Why should the critics worry? It isn't their job. They can tell us what ought to be done—but they can't help us.

Film Men Help Soldier Shows

(Continued from Page 1)

men very active on this committee: Henry L. Nathanson of Regal Films and Jack Arthur of Famous Players. Harry Sedgewick, representing radio, was part of the Canadian film scene for years. Since September, 1939, when the committee came into being, 145 movies were part of the general entertainment offered.

Some idea of the great work of this committee is shown by the fact that in the last two months it staged 36 live shows before 40,000 soldiers. The entertainers taking part travelled nearly 3,000 miles to bring cheer to the various training centres.

Since September, 1939, 737,450 men in uniform and their friends, at 40 camps, enjoyed 676 stage shows, which involved 42,422 miles of travel. And the work is still going strong. All this activity took place in Military District No. 2 and Air Training Command No. 1, RCAF.

At eight centres in the Toronto district, since war began, 295 stage shows and 145 movies have been given to a total attendance of 364,000, involving travel of 1,236 miles.

In the same period at six centres in Camp Borden, 250 stage shows have been given before an attendance totalling 265,500 and involving travel by entertainers of 26,550 miles. In 26 other centres or halls, in M.D. No. 2 and Air Training Command No. 1, RCAF, 131 stage shows have been presented in the same period before an attendance totalling 107,800. Mileage travelled by entertainers was 14,556.

Although this work was carried on by the Citizens' Committee, supported by private and personal donations up to April of this year, the expenses in connection with this work are now being paid from the revenue received by the committee through the collection of salvage.

This splendid work has only been possible through the untiring sacrifices of members of the entertainment sub-committee of which Captain Norman Wilkes is chairman. His very active supporting members are Jack Arthur, Major K. Barr, Fred Maines, Major H. Morwick, Ralph McKeown, Henry L. Nathanson, Harry Sedgewick and J. R. Johnston, executive secretary.

The entertainment sub-committee is only one of 20 sub-divisions of the Citizens' Committee for Troops in Training, which at all times are concerned with private entertainment, sports equipment, hostel accommodation, canteen

No Period Shift For Film Rentals

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than those in effect during the general basic period of September 15th to October 11th, 1941. Canadian exhibitors got the impression that the move would cost them higher rentals.

This idea was furthered in the controversial booklet just issued by the Independent Motion Picture Exhibitors Association under the signature of Barnett E. Laxer, its president. It is repeated in several places and an exhibitor using those pages as information would take it for granted that his rentals would be higher.

According to Mr. McMullen, the 1941-42 contracts have to do only with distribution, such as the amount of product purchased and the freezing of runs, etc., all other impressions notwithstanding.

In the meantime the draft of the new regulations is still at Ottawa awaiting official approval or disapproval. Just what course Ottawa will take is hard to foresee, the Indies predicting that they won't be okayed and the distributors saying nothing.

Mainly in dispute are those clauses dealing with the moving of the basic period forward one season; the lumping of the top category pictures with special features and the forced buying clause.

Court Affirms 12.05's Ban for Hamilton

A motion to quash a by-law of the Hamilton, Ont., Police Commission, prohibiting the holding of midnight shows on Sundays, except on Sundays preceding a public holiday, was dismissed in Osgoode Hall, Toronto, on Sept. 2nd, by Mr. Justice Urquhart. H. L. Freshman of Hamilton appeared for the motion in behalf of the Estate of Leslie Gregory, while A. J. Polson, Hamilton city solicitor, opposed. Mr. Freshman contended that the commission did not have the authority to pass such a by-law as it dealt with public morals and Sunday observance, which were not within the powers of the municipality.

service, magazines and books for our men in uniform, in addition to giving advice to dependants of those in uniform.

The executive chairman of the Citizens' Committee since its inception almost three years ago is J. S. D. Tory.

Ceramics Ban Means Little

(Continued from Page 1)

on government orders for some time past and theatres using premiums have been handing out items made of glass, Bakelite, etc. Neither of the last mentioned materials has been banned for civilian use and so that situation remains mainly the same.

English potteries have stopped exporting on any kind of large scale for some time, labor being required and taken for more important purposes. Much of the glassware substitutes being used are made in the USA, which removes any question about the use of Canadian labor for war purposes.

Canadian potteries are making plain white dishes for the most part and it is likely that a government order will soon be issued which will ban any kinds of fancy shape and patterns to save time and labor.

"Our factory is working at capacity for war orders," said John Cohn of Canadian Premium Distribution and Marketing Service. "Instead we're offering Glassbake, which has been on the market for over 20 years. Through its use we're able to offer many new and different items, such as kettles and cutlery. It's made in the States so it involves no loss of manpower here. The regulation, as I see it, comes quite late as far as theatres are concerned."

The Advisory Council and Mr. McMullen have concerned themselves with the premium situation in Canada and it is understood that the draft of regulations being studied in Ottawa contains a clause that deals with the situation. At present no theatre may begin contests or giveaways and charge a service fee, this being interpreted as a raise in the price of admission. Theatres using Foto-Nite or giveaways therefore make no charge for participating or receiving.

Cutlery was waived out of the premium picture quite a while back, since it involved metals, and the current order regarding ceramics or clay has little application with almost nothing available.

Timoshenko Too

MGM, Fox, Paramount and Universal are all preparing scripts for films about the Russian General, Timoshenko. Paramount has Aldin Tamiroff ready for the role and other studios are dickering with Harry Green, a suggestee of Sir Stafford Cripps. The Russians have several plays in which General McArthur is the hero.



Pleasure and Payne

It takes the right kind of bait to catch the good ones.

Lionel Warren Payne, Listowel's one-man war effort, has hidden his big bulk and heart behind his gigantic output of pleasure for the boys in khaki. It took a long time for Frederick Edwards of Maclean's Magazine to smoke him out after Mr. Edwards had heard about him and his work at Camp Borden. Warren, as he is generally called, is a hard man to get to hold still for questions about his goodness. He's extremely modest as well as being too busy thinking up more ways of making the khaki-clad lads happy.

The right kind of bait referred to was an appeal to Payne's sense of show humor. He read my recent report about the way titles are tangled by patrons and revealed that he was in town by calling up to share the laughs on a couple. One patron asked him if "Too Late For Supper" was still playing. He meant "The Man Who Came to Dinner." And a lady asked Mrs. Payne, who shares his philanthropic activities, if they were showing "One Step in the Sky"—"One Foot in Heaven" to you.

Having explained the bait and the big ones, let's turn the spotlight on Payne.

He Goes a Long Way Back

Payne, who operates the Capitol Theatre, Listowel, a 400-seater, took it over 27 years ago when it was a store show. He recently got rid of the original picture machine and electric fan for \$2.50. His enterprise is a family affair, since Payne does his own projecting, his wife taking the tickets after his daughter has sold them. Odd help is not lacking around the theatre, either, since there are eight Payne children. And the neighbors are always glad to lend a helping hand to a good neighbor.

There isn't enough room here to enumerate the Payne family's gifts and activities. Sufficient to say that, by turning his theatre into pleasure mill for all, he has been able to donate almost \$17,000 worth of gifts to the troops.

The various troops, as they leave the training centre which is in the area, almost always remember Mr. and Mrs. Payne with gifts and kind words. And the boys, from faroff fronts, send him tokens of remembrance such as swords, all kinds of shells and so on. He recently got a piece of a Messerschmitt shot down in England.

From the different regiments he and his wife have received several silver trays and pitchers, compacts, two eight-day chime clocks and many other things. That gift which Payne prizes most is the one that fits in with his hobby of saving watches—a Napoleonic watch, originally worth \$1200, which bears 95 matched pearls.

How He Feels About It

"My town," he explains, "is a soldier town and the presence of the boys is responsible for the success of my theatre. It's just a way of returning the benefits."

Payne has handed out 9,000 free passes. On a number of occasions he has turned the theatre over to worthy charities for the first four days of the week. "How," people ask him, "can you give away four days and still be successful?"

"It's hard to believe," he said, "but whenever I have done that the business during the last two days has been big enough to provide the same total of receipts as other weeks. Don't ask me to explain it. I can't."

Why does he do so much? It's simple. He "just gets a kick out of it, that's all."

The pleasure is all his, he says. "Did you ever," he asked, "listen to 800 men give you three cheers? I have several times. Believe me, brother, it does something to you."

Payne is well-known and popular On the Square. I stood talking with him outside the Hermant Building and the film boys, as they noticed him, stopped to say hello and ask how things were going. He had to get back, since there was some unfinished business waiting—business having to do with gifts for soldiers.

UA to Handle Para Features

(Continued from Page 1)

famine. Though UA has great plans for the future, pictures to feed its outlets are lacking at the moment. Paramount has one of the biggest production years in its history.

The present state of things makes this unprecedented deal possible. Big pictures are today having longer runs than ever before. The anticipated decline of the double-feature will make fewer pictures necessary in the future and Paramount should have plenty to meet the smaller demand.

Such Paramount and United Artists executives as Frank Y. Freeman, Ed Raftery and Gradwell Sears have been smoothing things out in New York.

Full terms of the deal are not yet known, though United Artists are reported to be paying negative costs, as well as a cash payment of \$2,500,000.

Rozsa Scores 'Jacare'

Jules Levy has engaged Miklos Rozsa to compose and score the music for Frank Buck's "Jacare," the wild animal picture filmed in the wilderness of the Amazon River Valley. Rozsa previously composed the musical scores of "Jungle Book" and "Lydia."

20th Century Men To Meet Here

Twentieth Century Theatres will hold its second annual convention at the King Edward Hotel, Toronto, on the 16th and 17th of September. The boys will be coming in from every unit of the company, which operates in Ontario, to confab to prexy Nat A. Taylor, Raoul Auerbach and other execs, as well as with each other.

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Digest of Reviews

New Reviews

PIED PIPER, THE (20th Century-Fox)

A grand top feature, with Monty Woolley playing a hard-bitten old Englishman fighting his way out of France with a group of refugee kids in tow. It has Roddy McDowell, Anne Baxter, Otto Preminger, J. Carroll Naish, Jill Esmond and others.

BILLY THE KID TRAPPED (PRC)

A good Western action-thriller for the short end. Billy gets out of jail to catch up with a mob posing as his and doing bad deeds. Buster Crabbe, Al St. John and the rest of the outfit.

ARMY SURGEON (RKO)

Story of medicos under fire told in flashback to Great War I. James Ellison, Kent Taylor and Jane Wyman. Top-notch topper.

TIMBER (Universal)

Here's an unusually actionful dual piece about crimping the style of enemy agents blocking the flow of timber out of a lumber camp. Leo Carrillo, Andy Devine, Dan Dailey, Jr., Marjorie Lord and Jean Phillips.

GLASS KEY, THE (Paramount)

High-class murder mystery about civic corruption with Alan Ladd, Veronica Lake, Brian Donlevy, Frances Gifford, Joseph Calleia and William Bendix. Full of suspense, swell scene-staging and featuring a great performance by Bendix as a cruel hoodlum.

PRIORITIES ON PARADE (Paramount)

Lively musical full of patriotic spirit and good swing. It's about a tough-luck group of musicians who take jobs in a defence plant for the duration and pass up their big chance to keep 'em flying. Jerry Colona and Vera Vague do well with the comedy. Ann Miller, Johnnie Johnston, Betty Rhodes, Harry Barris, Eddie Quillan and others.

Reviewed Earlier

ACROSS THE PACIFIC (Vitagraph)

Crackerjack follow-up to "Maltese Falcon." Spy stuff. Humphrey Bogart, Mary Astor, Sydney Greenstreet and Keye Luke.

ARE HUSBANDS NECESSARY? (Paramount)

Ripe and prolonged laughter for adults. About a wife with an adolescent mind and a tolerant husband. Wifie's nitwitiness causes constant trouble but everything turns out okay. Ray Milland, Betty Field, Eugene Pallette, Leif Erikson and Patricia Morison.

ATLANTIC CONVOY (Columbia)

Tight, suspenseful little drama about spies in Iceland that has much to recommend it from a standpoint of timeliness and mystery. Virginia Field, Clifford Severn, John Beal, Victor Kilian and Bruce Bennett.

BAMBI (RKO)

Mr. Disney has turned out his best yet. The story of the growth of a fawn in the woods told in beautiful color. It has a waiting audience of old and young.

BEYOND THE BLUE HORIZON (Paramount)

Technicolor escape fare about a jungle search to find proof of inheritance. Dorothy Lamour is a daughter of the wilds and Richard Denning is her loin-skinned sweetheart. Cliffhanger stuff. Walter Abel, Jack Haley, Patricia Morison, Ann Todd and one musical number.

BIG BLOCKADE, THE (Esquire)

Interesting documentary made in England and showing the Ministry of Economic Warfare in action. Leslie Banks, Robert Morley, Michael Redgrave and Will Hay.

BLONDIE FOR VICTORY

Blondie forgets her wifely duties because of patriotic fervor. Dagwood pretends to join the army to bring her back to the kitchen. In the same popular groove. Penny Singleton, Arthur Lake, Stuart Erwin, Larry Sims and Jonathan Hale.

BOMBS OVER BURMA (PRC)

Good filler for action fans dealing with a Nazi agent on the Burma Road.

Reviewed Earlier

EAGLE SQUADRON (Universal)

Swell picture of Yanks in the RAF with some prize air fight stuff. Robert Stack, Diana Barrymore, John Loder, Leif Erikson, Evelyn Ankers, John Hall, Nigel Bruce, Gladys Cooper and Eddie Albert.

ENEMY AGENTS MEET ELLERY QUEEN (Columbia)

Worthwhile addition to the series. About Nazi diamond thieves robbing refugees of their smuggled ice. William Gargan, Margaret Lindsay, Charles Grapewin, Sig Ruman, Gale Sondergaard, Gilbert Roland and James Burke.

FIRST COMANDO, THE (Esquire)

A top-grade picture about an Englishman who outwits the Nazis, recovering important machines under their noses and racing them to the coast and safety. Clifford Evans, Constance Cummings and Robert Morley.

FLIGHT LIEUTENANT (Columbia)

Well-played air drama with good names. Glenn Ford is the young flyer son of a disgraced aviator father, Pat O'Brien. The old man kicks off to redeem himself in the eyes of all. Evelyn Keyes, Jonathan Hale, Minor Watson and Frank Puglia.

FOOTLIGHT SERENADE (20th Century-Fox)

Betty Grable, a showgirl, loves John Payne while being loved by Victor Mature, prizefight champ starring in the show in which Payne and Grable work. Good entertainment and plenty of music, though on a modest scale. Phil Silvers and James Gleason.

HOLIDAY INN (Paramount)

Here's a hit. Bing Crosby, Fred Astaire, Marjorie Reynolds, Walter Abel, Louise Beavers and Virginia Dale, along with a swell score by Irving Berlin, make an outstanding musical.

HI, NEIGHBOR (Republic)

Nice musical about college, the farm and matrimony which shows off radio talent. Pappy Chesire, John Archer, Janet Parker, Janet Beecher, Lullubelle and Scotty, Vera Vague and Don Wilson.

I LIVE ON DANGER (Paramount)

Mighty good B. story of a radio reporter without a conscience until love comes along. Chester Morris, Jean Parker, Roger Pryor, Dick Purcell, Eddie Norris and Elizabeth Risdon.

IT HAPPENED IN FLATBUSH (20th Century-Fox)

A somewhat mild comedy drama about the Brooklyn Dodgers—which gives it strength. Lloyd Nolan, Carole Landis, Sara Allgood, William Frawley, Robert Armstrong and Jane Darwell.

JOAN OF OZARK (Republic)

Judy Canova and Joe E. Brown clown in this story of hillbillies, night clubs and spies. There are four songs, Jerome Cowan and Eddie Foy, Jr.

MEXICAN SPITFIRE SEES A GHOST (RKO)

Lupe Velez and Buddy Rogers, along with Leon Errol, in the seventh of the series. Mobster ingredients.

MEN OF TEXAS (Universal)

A bang-up Western with a civil war background. Robert Stack, Leo Carrillo, Anne Gwynne, Broderick Crawford, Jackie Cooper, Ralph Bellamy, Jane Darwell, Janet Beecher and John Litel.

MOONLIGHT MASQUERADE (Republic)

Light stuff with a strong share of entertainment. About an oil fortune that goes to Dennis O'Keefe and Jane Frazee if they marry. They do. Jed Prouty, Paul Harvey, Franklin Pangborn and Eddie Foy, Jr.

MAGNIFICENT DOPE, THE

Screamy farce about a dope who falls for the correspondence school racket. Don Ameche, Lynn Bari and Edward Everett Horton.

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Art Sails



Art Ducharme, popular manager of the Park Theatre, Windsor, who is now in the United States Navy. He's an American citizen and went home to join up.

Jones, Wilson, ASN, Join the Services

Two more Associated Screen Studios, Montreal, employees have joined the colors for service overseas. Harry Jones of the film editing department left to join the Corps of Canadian Firefighters for service overseas. Huntley Wilson of the 16mm division has joined the 17th Hussars. This brings to a total of 30 the number of male employees of Associated Screen Studios who have joined various branches of the service since the outbreak of war. That represents nearly one-third of the normal male staff, and has made necessary the introduction of an increasing number of women to take over tasks formerly handled by men.

USA Indies Fight Freezing Order

Fifty Independent producers and distributors have retained legal help to see if the recent freezing order of the War Production Board can be revised. The order froze raw film stock and took all but the 11 best-known studios off the list. At the same time the Indies were required to distribute through the channels of one or the other of the 11 studios. It is felt that the WPB will allow stock to lose Indie producers who can show that they have been in action for some time past.

'Gold Mine In the Sky'

By ALBERT SHEA
(Metropolitan Broadcasting Service)

Broadcasting is the theatre industry's biggest undeveloped exploitation opportunity.

In this year of 1942 everybody owns a radio, and listens on an average of five hours a day. Exceptions to the rule are those on the threadbare economic fringe who are too poverty-stricken to own a radio, and those on the lunatic fringe who consider radio a passing fad, like miniature golf or chain letters, that will soon pass out of the picture.

But radio is in the publicity business to stay. For the past ten years the rate of annual revenue increase has been greater for broadcasting than for any other advertising medium. Even through the black years of depression it showed an annual increase, until today it is a billion dollar industry with a yearly take greater than farm papers, billboards or magazines—greater than any medium of advertising except the daily press. And remember, the press has been going 500 years; radio only 20 years!

The movie industry has been slow to take advantage of the advertising and promotional possibilities of radio. The reason has been partly a sense of rivalry. Just as newspapers hated radio, because they considered it a threat to their news monopoly, so the movie industry shunned radio as a possible entertainment competitor. We now know that people want to attend the movies and listen to the radio. Radio is a supplementary form of entertainment, rather than a rival.

Hindering movie-radio cooperation is the fact that many movie men forget that radio has grown up. They remember the time only five or six years ago when they could get free radio time in exchange for a couple of Annie Oakleys. Today broadcasting is Big Business, and time is valuable. Broadcasting is a tested advertising medium that is doing a bang-up job for the country's biggest commercial advertisers. Radio stations offer theatres time at the same rates as any other advertiser; no premium rate is extracted for entertainment announcements.

Hollywood has already taken the lead. Leading studios now prepare "radio trailers" — brief recorded announcements which include a scene or song from the picture being plugged. Spot announcement scripts are also provided. In each case the local an-

nouncer adds the name of the local theatre and play-dates at the close of the "spots", which usually runs one minute.

Broadcasting can be an advertising asset to the theatre industry. In addition, the broadcasting station and the movie house are in a swell position to scrub each others' backs to mutual advantage. Advertisers judge the merit of a radio station by the number of people who listen to it, as determined by survey organizations like Crossley and Elliott-Haynes. In order to maintain a good Listener Rating, the live-wire broadcasting station must do the same sort of promotional job that a wide awake movie house does.

A suggested form of cooperation is the stage presentation of popular audience-participation broadcasts. Quiz programs offering prizes, talent programs, musical shows—all can give the theatre bill the added draw of a stage attraction. At the same time they give the broadcast a much larger audience than it can enjoy in a studio, which in these parts offer very limited seating capacity. The encouragement of a Movie Review Program on the local station is another suggestion. The movie makers supply excellent scripts for use by movie commentators which the local station may not be receiving.

These suggestions will probably bring to mind dozens of angles for plugging pictures via the microphone. The broadcasting station that enjoys some advertising revenue from the theatre industry is naturally a lot more willing to

Fred Flies



Pilot Officer Fred Trebilcock who, until he enlisted in the RCAF, was manager of Shea's Theatre, Toronto.

Life of Churchill

Jesse Lasky has scheduled "The Life of Churchill," which is, of course, a film biography of the great English leader. It followed factually it should be a first-rate thriller.

enter into co-operative promotional schemes.

Radio must attract listeners just as the movie house must attract patrons. Bearing this in mind, each theatre manager can study his local situation and figure out how he can best make the "gold mine in the sky" pay off at his boxoffice.

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ALGIERS—1938 romantic drama; Boyer, Lamarr, Gurie.

ALI BABA GOES TO TOWN—1937 comedy; Eddie Cantor.

CAT AND THE CANARY—1939 comedy-mystery; B. Hope, P. Goddard.

FAREWELL TO ARMS—1932 revival of Hemingway's famous story; G. Cooper, H. Hayes.

GUNGA DIN—1939 melodrama of British India; C. Grant, D. Fairbanks, Jr., V. McLaglen.

HIS GIRL FRIDAY—1940 comedy; C. Grant, R. Russell.

HORSE FEATHERS—1942 farce; Marx Bros.

JOY OF LIVING—1938 comedy; I. Dunne, D. Fairbanks, Jr.

LIFE OF EMILE ZOLA—1937. Dramatization of the life of the novelist; Muni and Sondergaard.

LONG VOYAGE HOME—1940 nautical drama from four O'Neill plays; T. Mitchell, I. Hunter, J. Wayne.

OF MICE AND MEN—1940. From Steinbeck's novel; B. Meredith, L. Chaney, Jr.

PHILADELPHIA STORY—1940 comedy from the P'way play; Hepburn, C. Grant, J. Stewart.

PLAINSMAN, THE—1937 historical drama; G. Cooper, J. Arthur.

ROAD TO ZANZIBAR—1941 farce comedy; Bing Crosby, B. Hope, D. Lamour.

TARGET FOR TONIGHT—1941 documentary of the RAF.

THEODORA GOES WILD—1936 comedy-romance; I. Dunne, M. Douglas.

THREE CORNERED MOON—1933 comedy; Colbert.

TOP HAT—1935 musical; F. Astaire, G. Rogers.

WEE WILLIE WINKIE—1937. Kipling's adventure story; V. McLaglen, S. Temple.

Argentina Revises USA Film Ban

In answer to the protests of distributor representatives at the banning of "49th Parallel" and "Secret Agent of Japan," the Argentine government has made a ruling that the picture can be shown if edited.

The decision does not alter a recent ruling that all films with war and spy themes that contain scenes reflecting on different countries must get the okay of the foreign minister before being released.



Contributions to this column will be greatly appreciated from any member of the motion picture industry, from coast to coast, whether he has chain affiliations or is strictly independent.

Address all letters to "What Did You Do?" c/o Film Weekly, 21 Dundas Sq., Toronto, Ont.

BOB BROWN, Vanity, Windsor, sent out letters with invitations enclosed to all barber shops in the city, informing them of the appealing situations in the Vanity's main feature, "Twin Beds." Descriptive illustrations of leading scenes were enclosed, building up a natural interest. As Bob has already informed us, nobody talks more than a barber, and he gets splendid publicity from these tonorial artists.

A bowl containing goldfish placed in a window and copy which read, "Pity these poor fish—they will not see 'Twin Beds,' the uproarious comedy, etc."

A newspaper contest offering prizes to the most original, novel and interesting letters answering the question, "Which do you prefer, twin beds or a double bed?", again opened the great controversial question of the home.

* * *

LES VICARY, Opera House, Orillia, sent out smart-looking teaser cards for "In This Our Life." The card was about 3x6 and referred to the fact that one cannot live forever, one should take advantage of the present, go to the movies often, etc. The lines are quite unusual and a copy of same may be had by writing to this office or to Les Vicary.

* * *

HARLAND RANKIN, Centre, Chatham, ran a very successful beauty contest. Miss Selina Diercke was crowned "Miss Chatham of 1942." Newspaper reports of the contest claim it was the largest crowd that ever jammed into the Centre theatre. Congratulations, Harland. We think it's a grand idea and just the season for a "Beauty Contest." How about it, fellows?

* * *

SUNDAY night, the Vanity theatre, Windsor, was the scene of a benefit in aid of the Windsor Police Spitfire Fund. Admission to the show was by silver collection. Bob Brown turned over his theatre for the benefit of the Fund. Goodwill and good fellowship should be part of every manager's program.

MRS. R. M. HARRISON, pinch hitting for her husband, who is still on the sick list, put out an interesting campaign on "How Green Was My Valley." Valuable publicity was gained through the P.A. System at the Rotary carnival, where a record-breaking crowd attended, including folks from the nearby towns. The main booth was well covered with cards, playdates, etc., plugging "How Green Was My Valley."

On "Ship Ahoy" four real life-belts were made up edged with rope. Cutouts from one sheet were pasted in the centre and with the name of the feature painted around. These made very attractive hangers for the marquee.

Any exhibitor playing this feature may have the use of this display by writing to this office.

For "Tortilla Flat" a smart ad was inserted in the rental column and read: "For Rent—'Tortilla Flats'—Every seat in the Capitol theatre, Cobourg, for Mon., Tues., etc."

* * *

REG BOOK, Geneva, Orillia, had two music store tieups for "Ship Ahoy." An attractive false front was built on the theatre and all sailors on leave were admitted free.

* * *

RALPH TIEDE, Century, Trenton, had a 40x60 poster display outside the theatre, with copy in very large print, which read: "We're stuck for copy. All we can say is—" The remainder of the copy, set in a small square and printed very small, could only be read upon closer inspection. Plenty of white space and catchline on top gained more attention than ordinary copy under the same circumstances.

* * *

L. GIGUERE, assistant manager of the Grand, Sudbury, set up a question box in the lobby of the theatre. Copy read: "Drop your love problems here, and have them answered by the married bachelor in the picture." This setup drew a great deal of attention.

FOR "The Awful Truth" Chuck Smith, Royal, North Bay, plus radio spots, lobby display, etc., had a young man with a sign on his back leading a wire-haired terrier through the streets. The dog also carried appropriate theatre copy.

On "Wings of the Navy" he had an attractive window display of aviation books and model planes. Radio spots were also used on this feature.

* * *

THE cashier, at the Regent, Creighton Mines, where Doug Patterson does the managing, gave out Lucky Number coupons, one week in advance, offering free tickets for coupons with corresponding numbers flashed on the screen each evening during Movie Week. The back of the coupon carried the week's attractions.

Small pennants were hung around the marquee, plugging "49th Parallel" as the picture "Of Canadians for Canadians."

* * *

ON "Henry Aldrich for President" Mel Stephens, Granada, Dunnville, distributed 1000 postcards to tourists, via box office, restaurants and newsstands. When giving some of these away, the doorman casually mentioned that a one-cent stamp was all that was required to send this attractive card to a friend in town or elsewhere. This went over very well.

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Creative Group Sees War Films

The recently-formed Canadian Writers, Broadcasters and Artists War Council, to which belong over 100 of Toronto's creative workers, held a screening of war shorts at Eaton's Auditorium on September 3rd. During the intermission a general discussion followed about the part films are playing to help public morale and provide inspiration. The screening followed a dinner session in the Round Room.

Campbell McInnes, National Film Board producer, came down from Ottawa with a group of NFB shorts and explained the policies and principles of the Board to the Council. After him came Dewey Bloom of Regal Films, chairman of the Motion Picture Committee of the Council, to explain Hollywood's contribution. The meeting was generally impressed with Hollywood's part, some criticism being levelled at double-features for killing running time that could be better devoted to inspirational or informative films. Bloom explained the policy of exhibitors in this regard, telling the listeners that Canadian theatres devoted more time to war footage of different kinds than American ones.

Those shorts screened for the Council were "Parachute Athletes," (Paramount) "Wartime Factory," (British Ministry of Information) "Thank You, Joe," (NFB) "Fighting Ships," (NFB) "Mr. Blabbermouth," (MGM) "Divide and Conquer," (Vitagraph) "Keep 'Em Flying," (NFB).

The purpose of the War Council is to find ways and means of helping public morale and stimulating the war effort through the use of the talent gathered under its head. John Collingwood Reade, Globe and Mail war expert, is the chairman. There are more than a half-dozen filmites who are members.

United Artists Signs Dennis Day

Charles R. Rogers has signed Dennis Day for a leading role in his forthcoming film, "The Powers Girls," which Norman Z. McLeod will direct for United Artists release.

Known to millions through his appearances on the Jack Benny program for the past two years, the singer and naive comedian will portray a "candid camera fiend" and will closely parallel his radio characterization, in this, his first important screen role. His only other screen appearance was in "Buck Benny Rides Again."

Reviews

(Continued from Page 4)

PRIDE OF THE YANKEES (RKO)

A sure winner with pull for every kind of customer. The story of the late Lou Gehrig, famed baseballer. Gary Cooper, Teresa Wright, Walter Brennan, Babe Ruth and other ex and present baseball stars.

SABOTAGE SQUAD (Columbia)

Spy story with suspense and speed. Sydney Blackmer is the Nazi spy run down by Eddie Norris, a bad egg, and Bruce Bennett, a cop. Kay Harris is the girl.

TEN GENTLEMEN FROM WEST POINT (20th Century-Fox)

Military Western full of punch and about the founding of West Point against opposition. Laird Cregar, George Montgomery, Maureen O'Hara, John Sutton, Douglas Dumbrille, Ward Bond and Joe Brown, Jr.

THEY ALL KISSED THE BRIDE (Columbia)

Joan Crawford as a love-proof biz tycoon who gets bitten by Melvyn Douglas. High standard of laugh entertainment. Billie Burke, Allen Jenkins, Roland Young and Helen Parrish.

THIS ABOVE ALL (20th Century Fox)

A fine picture about social conflict, love and war. Tyrone Power, Joan Fontaine, Thomas Mitchell, Phillip Merivale, Gladys Cooper, Sara Allgood and Nigel Bruce.

THIS IS THE ENEMY (Esquire)

Series of Russ shorts strung together to show the trickery and cruelty of the Nazis. It does this in an engrossing and stirring way.

THROUGH DIFFERENT EYES (20th Century-Fox)

Fair murder mystery. There are two confessions to a killing by a third party. Frank Craven, June Walker, Donald Woods, Mary Howard and Jerome Cowan.

THE TALK OF THE TOWN (Columbia)

A highly-intelligent comedy with a fast pace, deep interest and steady laughter. Cary Grant is a fugitive radical hidden by Jean Arthur in the home of Ronald Colman, dean of a law school. The romance, Arthur, induces Colman to defend Grant. The latter gets the girl and the former a Supreme Court appointment. With Glenda Farrell, Leonid Kinsky, Edgar Buchanan and Rex Ingram.

TOMBSTONE (Paramount)

A swell western full of shootin' and chasin'. About Wyatt Earp, a good man against bad men. Richard Dix, Don Castle, Frances Gifford, Edgar Buchanan, Clem Bevans, Chris Pin Martin, Victor Jory and Rex Bell. Quite a cast.

TOUGH AS THEY COME (Universal)

The Dead End Kids and the Little Tough Guys make a lively picture. Billy Hallop is a law student who gets innocently into trouble and helps the law. Paul Kelly, Ann Gillis and Helen Parrish.

WOMEN ARE WARRIORS (Columbia—National Film Board)

This is another fine issue of the "Canada Carries On" series, showing the women of the United Nations, as well as Canada, doing their part.

New Lineup of Fox Territory

Twentieth Century-Fox has effected a new divisional and district alignment in the field sales force to speed up distribution generally and take care of increased business in each branch for the 1942-43 season. These changes were made effective immediately by Tom J. Connors, Vice-President in charge of World-wide sales, and the 37 branches included in the Eastern and Western sales divisions have been divided into eleven districts.

The new field lineup is as follows: Eastern Division-Metropolitan: New York City; Northeast: Albany, Boston, New Haven; Atlantic: Philadelphia, Pittsburgh, Washington; Mid-East: Buffalo, Cincinnati, Cleveland; Southeast: Atlanta, Charlotte, Memphis; Southwest: Dallas, New Orleans, Oklahoma City; Western Division-Great Lakes: Chicago, Detroit, Milwaukee; Prairie: Des Moines, Minneapolis, Omaha; Mid-West: Indianapolis, Kansas City, St. Louis; Coast: Denver, Los Angeles, Portland, Salt Lake City, San Francisco, Seattle; Canada: Calgary, Montreal, St. John, Toronto, Vancouver, Winnipeg.

Eastern Sales Manager, A. W. Smith, Jr., has named Clarence H. Hill as his assistant. Edwin H. Collins and Ted A. Shaw are assistants to Western Sales Manager William C. Gehring.

Korda May Make Two for MGM

Sir Alexander Korda, it is reported, may make two pictures for MGM. Under his deal with United Artists, Korda can make one or two features away from UA if the partners give their consent.

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Grant and Arthur



Cary Grant and Jean Arthur in Columbia's "Talk of the Town," a comedy drama in which Ronald Colman is also starred.



Pretty Child



Here's a picture of the young lady who plays the "Minor" part in Paramount's "The Major & The Minor."



By TAP KEYES

It cost Nelson Eddy \$50,000 to buy his way out of MGM servitude. When the studio broke up the Eddy-McDonald duet it had the masculine end lined up for pictures with new players. Apparently this didn't suit the singer so he acquired his release . . . Joan Bennett is California's State Director of Recreation. She has done such a good job of opening canteens that the Governor commended her work . . . Max Factor Jr., Hollywood makeup expert, pays Hitler a left-handed tribute with these words: "Hitler's eyes reflect evil to a degree which cannot be duplicated either by tricks of acting or makeup" . . . Sabu, the jungle imp, has joined the California State Militia. From now on he'll try to get horses to listen to reason, instead of elephants.

* * * * *

The most patient man in Hollywood is a fellow named Kenneth Chryst. He was an actor when he came to Hollywood but the needs of his family caused him to take the handiest job. For 20 years he worked at the studios in all but acting capacities. Now, after two decades, he has a film role in "No Time for Love" . . . Every Canadian film boy or girl, from critics to office girls, is raving about what a swell feller Arthur "Dagwood" Lake proved himself to be during his Toronto visit for the Bombed Victims' Fund . . . Now that Milton Berle gets \$3,000 per week his mother, known to audiences because of Milt's regular references, is a happy woman. She toured with Milton through every kind of luck and she has more than a fair share of his success.

* * * * *

Leith Stevens, film music director, says sweet music is on its way back—but it's still out of sight. It will show up when the hectic days have passed . . . The American end of the film industry has pledged itself to sell a billion dollars' worth of war bonds—a big bite but it will chew it all right . . . Whatever became of George K. Arthur, who used to team with Karl Dane? He's in the army . . . Don Ameche will be back in his old spot on the Chase and Sanborne show—him and his big laugh . . . Guess there's nothing left for him to invent . . . Lon Chaney, Jr. will continue his horrors as "Dracula."

* * * * *

Henry Fonda has joined the USA Navy as a gunner . . . Leon Leonidoff, who used to stage the dances at the Uptown, Toronto, when Jack Arthur was there, directed the hop-skip-and-jumpers in the army show, "Jeep Ballet" . . . Roly Young, screen scribe of the Toronto Globe and Mail, mentioned how much Arthur Lake looks like Fred Trebilcock, former manager of Shea's, Toronto, now in the RCAF. Many people have made the same comment and Freddy gets a regular round of kidding from his colleagues at Trenton . . . Henry Aldrich is going war-like. The next in the series will be "Henry Aldrich Does His Bit."

* * * * *

The prize Hollywood hoax of the year was staged by Acquainta, who sold herself as a South American star. Universal, when it was revealed, took advantage of the publicity and made her a star for "Arabian Nights." She's really a full-blooded American Indian, the first such female in leading parts . . . The American share of the Dieppe raid caused the studios to race for the title. "American Rangers," which is what they call their Commandos. Paramount will make a picture about it . . . Pete Smith has a short with a good idea back of it. It's called "Victory Vittles" and will give tips on wartime cooking . . . Louise Rainer, out of films for a while, will be back in "They Got Me Covered," the Bob Hope starrer.



Refreshment



NANCY COLEMAN — a refreshing sight in herself — arrives with a tinkling tray of liquid refreshment for a sunny California noon. She is featured in "Desperate Journey," the Warner picture which stars Errol Flynn and Ronald Reagan with Alan Hale.

